



**PENN
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2010 State of the Blogosphere study, conducted by Penn Schoen Berland, unveiled at ad:techNY

NEW YORK - November 3, 2010 – Technorati's 2010 State of the Blogosphere study was presented today at ad:techNY by Richard Jalichandra, President and CEO of Technorati, and Wendy Hutter, Senior Vice President of Penn Schoen Berland. The survey, now in its seventh year, charts the growth of the blogosphere and its influence and examines the technological and cultural trends driving the evolution of blogging.

Taking a deep dive into the entire blogosphere--with a focus on professional bloggers – Jalichandra and Hutter shared in today's presentation how top bloggers are attracting audience and attention, which ads perform in the blogosphere and why, and best practices for brands targeting and engaging consumers. Highlighted findings for today included:

- 64% of bloggers say they are treated less professionally by brand representatives than are the traditional media
- 33% of bloggers have worked within traditional media
 - Nearly half of non-corporate pro bloggers write about brands
 - 1/4 bloggers post product or brand reviews monthly
 - 1/5 bloggers post weekly
- 90% say it's important that advertising on their sites aligns with their values
- 71% only write about brands (or products from brands) of whose reputations they approve
 - 1 in 3 bloggers boycott products

"We were very pleased to partner with Technorati on this year's State of the Blogosphere study," said Hutter. "The blogosphere is experiencing a time of great transition and our survey has uncovered nuanced shifts among all segments of bloggers. One of our most interesting findings was the fact that bloggers are using their mobile devices to blog more, and that the new mobile platforms are dictating changes in the types of content they create. The blogosphere has matured as a media channel and is now having a significant impact on today's business environment, making it more important than ever for brands to understand their relevance among this diverse audience of online content creators."

Methodology: Penn Schoen Berland conducted an Internet survey from September 21-October 8, 2010 among 7,205 bloggers around the world. The margin of error for the survey is +/- 1.2% at the 95% confidence level and larger for subgroups.

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About Penn Schoen Berland

Penn Schoen Berland, a unit of the WPP Group (NASDAQ: WPPGY), is a global research-based consultancy that specializes in messaging and communications strategy for blue-chip political, corporate and entertainment clients. We have over 30 years of experience in leveraging unique insights about consumer opinion to provide clients with a competitive advantage - what we call Winning Knowledge™. PSB executes polling and message testing services for Fortune 100 corporations and has helped elect more than 30 presidents and prime ministers around the world. More information is available at www.psbresearch.com.

About Technorati Media

Technorati Media is an integrated online media company with an ad network, three owned web properties, and an ad technology platform. Technorati Media's ad network, launched in June 2008, has quickly grown into the largest social media ad network (blogs, social networks and distributed content), boasting an audience of more than 300 million unique visitors a month worldwide and 150 million people in the US. In July 2010, comScore ranked Technorati Media as the 4th largest social media property and the 3rd largest blog property. Technorati.com, the flagship site, is the world's first and largest blog search engine and a robust community blogging platform. BlogCritics.org is a journalism 3.0 site with a community over 3,500 authors who have published over 85,000 articles using the site's proprietary publishing platform. Twilltorati.com shows what top bloggers are tweeting about, and how these trends compare to blogosphere trends.